


3.5
PHILIP MORRIS

E.E.M.A.
CASE POSTALE - 1000 LAUSANNE 9

INTER-OFFICE CORRESPONDENCE

To: L.C. Camilleri  CONFIDENTIAL Date: September 4, 1984
From: J.B. Robinson C.C.: WT, FHD, AGi, HGA, RAP,
JEG, SHH, MWC
Subject: Norway's National Council on A. Holtzman
Smoking and Health actions A. Whist
regarding Barclay

I have just received certified translations of the Norwegian Council on Smoking and Health's August 15, 1984 reports to the Ministry of Health regarding Barclay.

The Council recommended the following:

1. Cigarette testing regulations should be amended to require analysis by the Copeland holder or its equivalent.
2. Immediately compel the manufacturers of Barclay to amend their declaration of content in accord with measurements derived by using the Copeland holder or its equivalent.
3. The Ministry should reconsider employment of an impartial laboratory.
4. The Ministry and Council should meet to discuss this matter.

After reviewing the enclosed materials, we should discuss what action, if any, should be taken now in Norway or other countries.

These materials should not be utilized outside of PM until our legal department has an opportunity to comment and an action plan is approved by Walter Thoma. By copy of this memorandum to Frederick Dulles I kindly request him to look into the matter and inform us whether we may publicize the attached correspondence. Clearly this may be of help to our current actions in Switzerland and the EEC.

Attached are the following documents, received from J.E. Grönlund and Stein Haugen:

1. August 27 letter from The National Council on Smoking and Health to Mr. Ole Bachke enclosing letter to the Ministry of Health and other documents.
2. August 15 letter from The National Council on Smoking and Health to the Directorate of Health.

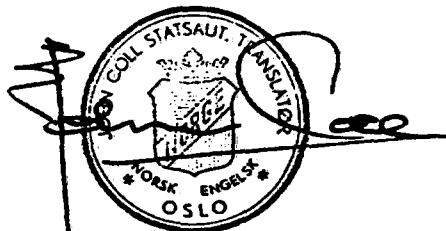
2025443657

3. July 10 memorandum from Niri Orlien, consultant, to the National Council on Smoking and Health.
4. Report by Niri Orlien on visit to Helsingfors and Stockholm during January 12 to 16. On page 10 in report on the Stockholm visit, Mr. Orlien states Mr. Lasse Hjern, Laboratory Head for Svenska Tobaks AB, "did not hesitate to describe the marketing of Barclay as a swindle."
5. Report on cigarette analysis in Finland from the Technical Research Centre of Finland of January 10.
6. July 9 memo from Mr. Stabel, Dep. Director Norwegian Ministry of Justice, to the National Council on Smoking and Health
7. June 15 report of Richard Frecker, consultant, to the National Council on Smoking and Health.
8. Three articles which appeared in the daily evening paper "Dagbladet" (circ. 150.000 - second largest evening paper in Norway).
 - a. Saturday, August 18, page 8:
"Deceptive" says National Council on Smoking and Health.
 - b. Friday, August 24, page 13:
"Does not deceive the smoking machine"
by Mr. Tor Seim, managing director, Tiedemanns.
 - c. Thursday, August 30:
"The Barclay Cigarette" The response of
Mr. Løchsen of The National Council on Smoking
and Health to Mr. Seim

2025443658

I hereby certify that the attached documents
are true translations of the originals in
the Norwegian language.

Oslo, 31 August 1984.



John Coll

Government Authorized Translator

2025443659